

Introductory Statement – 30 Second Commercial

Hi (first name) _____, This is _____. My name probably doesn't ring a bell. (Pause and wait for an answer). That's okay I didn't think it would. May I take 30 seconds and tell you why I called and then you can tell me if you want to talk further?"

"I help businesses who are:

Frustrated with _____

Upset about _____

Concerned about _____ and downright

Angry about _____

"I don't suppose you are concerned about any of these issues are you"?

If they say yes continue with questions below to uncover more pain.

"Okay, which of these issues is most concerning to you?"

"How often do you experience these issues?"

"How is this issue affecting your business"?

"Have you tried to correct these in the past?"

"What were the results?"

"How much does this cost you when you experience these issues?"

Once they give you some indication that they have problem(s) transition to setting an appointment.

